Project 2.2.2 Knowledge of the Marketplace:

The Market

Target Audience: Teenage to adult women in the middle class living in large cities are our target audience.

We are targeting women with our solution because many of the shoes that women wear have flat bottoms. The reason that we chose women 16 or older was because we think that most of the gum that gets on shoes is from public places, such as jobs. 16 is about the age when people tend to start to looking for employment. We also are focused on big cities because more gum shows up on the ground in the city.